

Role innovation and development of announcers and hosts in the new media era

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Abstract: *With the continuous development of Internet technology, the new media era has arrived, and the new media era hosts new features such as diversification of communication subjects, richness of platforms and diverse communication styles. In the current media environment, broadcasters and hosts are facing the challenges of blurring the definition of the role of hosts, the dilemma of transforming the role of hosts, and the intensified pressure of industry competition. Based on this, through a comprehensive discussion of case studies and professional practice, this paper proposes an innovative development path for the role of announcer hosts in three aspects: media literacy, being close to audience needs, and innovative development of new media.*

Keywords: *New Media Era; Broadcasters Hosts; Host Communications*

1. Introduction

Under the production logic of the strong social attributes of new media, the practice of hosting communication begins to evolve from mass communication to interpersonal communication. [1] Since the emergence of hosting communication, it has been in a leading position in the process of development in China. With the gradual arrival of the new media era, the media communication environment has undergone relatively large changes, which has also led to new changes in hosting communication.

2. New features of hosting communication in the new media era

2.1. The plurality of host communication subjects, everyone is a host

With the gradual arrival of the new media era, the new media environment has undergone major changes, new technologies are constantly innovating, the threshold for hosts has become lower and lower, and the various needs of users for self-communication are well met. Radio and television program hosts are also no longer restricted to elite groups alone. The intervention of new media has broken the original situation of the monopoly of radio and television hosts' right to speak, and any user who registers an account on the Internet has the right to speak and can express the information disseminated through their own audible language to various new media platforms, whether it is water, can become a host, can engage in the work. The development of new media has greatly expanded the group of program hosts, so that the main body of host communication is no longer a single broadcast journalist, announcer, or host. There are also "grassroots" "netizens" to join the host army, more celebrity crossover hosts, they bring their own hot flow and have a stable fan base, which also provides the basis for the program's ratings and program effects. For example, "Story FM" is a storytelling-themed audio-linguistic self-media creation platform. Users share quality story content, including classic stories, psychological stories and true stories, through WeChat public website. With their unique voice expression and emotional guidance, they attract the audience's attention and convey positive energy and emotional resonance. Currently, many users are able to record their own radio programs with the help of the platform, and various types of hosts have emerged, such as web hosts, vegetarian bloggers, self-publishing hosts, etc. Communication hosts are diversified, everyone has a microphone, the right to speak is redistributed, and the hosts' right to speak gradually tends to be equal.

2.2. Host the richness of the dissemination platform, full media multi-platform communication is becoming mainstream

Various technologies have developed at a rapid pace in recent years, this has led to a very rapid growth in both new media moderation and traditional media moderation. More new technologies and platforms are beginning to emerge, and the presenter himself is becoming the subject of multimedia omnidirectional communication. The hosts can interact with their fans in various ways during the show and on Weibo, as well as fully interacting with netizens through Jitterbug Live and B-site pop-ups. For example, variety show host Dazhang Wei in the process of live shaking, the host provides a linking function, the audience can apply for a linking way to have a real-time dialogue with the host. Viewers can share their opinions, ask questions or interact with the hosts. This interactive approach allows viewers to interact face-to-face with the host, enhancing the interactivity and authenticity of the broadcast. In recent years, traditional TV media have begun to use new media technology platforms to host their communications, and the trend of multi-channel networks for media groups has become more and more obvious. Cross-border operations are becoming more and more widespread, and media are expanding into the fields of cultural tourism, cultural creation and education. In recent years, traditional TV media have begun to use new media technology platforms to host their communications, and the trend of multi-channel networks for media groups has become more and more obvious. Cross-border operations are becoming more and more widespread, and media are expanding into the fields of cultural tourism, cultural creation and education.

2.3. Hosting communication style is increasingly diverse, personalized communication is very popular

In the new media environment, with the rising trend of audience's personalized needs, the language style of the host communication is increasingly diversified, and the host's speech style has changed from the previous serious and solemn, wordy broadcasting style to more relaxed and humorous, tends to be networked, personalized, civilian, and also very personal expression. For example, CCTV host Sabine's hosting style is based on humor and fun, and his hosting is full of life, so that the audience can feel the beauty of life in laughter. His hosting is not just about simply guiding and organizing, but more about turning the little details of life into laughs through his own experiences and observations, so that the audience can feel the fun of life in laughter. For example, in "Classical Aria", Sabine presents a unique musical feast by combining traditional classical poems and pop music in his unique way. He not only tells the background and meaning of the poems, but also combines the poems with modern music, so that the audience can feel the charm of traditional culture in appreciation.

3. The challenge of new media to the announcer host

3.1. Blurred role of the moderator

In recent years, with the diversification of communication subjects, program dissemination channels, program audience interaction and other changes, the position of the host in the program, the role of the function has changed a lot. With the debut of the first artificial intelligence virtual anchor of People's Daily in 2019, more and more people are hotly debating topics such as "marginalization of hosts" and "hosts quitting the program". In traditional TV programs, the host is at the core of the program, taking on important functions such as program broadcasting, live commentary and impromptu commentary. In the new media era, presenters face the problem of blurred identity and role positioning. Out of the pursuit of traffic, nowadays some hosts present "transparent" characteristics, the audience rarely stay on the host, mostly on the program guests, actors and stars, so the audience's identity of the host is naturally less. For example, "The Voice of China" is a very hot program on Zhejiang TV, the host's own lines are very few, usually in the second scene and the contestants' families to cheer, and for the four mentors to occupy the program's right to speak, it seems, the host's own voice is deprived of the right to speak. With the continuous development of the market economy, in order to pursue high heat and sensational effect, some programs put the host in the role of assembly-line advertising broadcast, in order to meet the audience's preference for grotesque, funny, style of hosting, making the host often deviate from the standard language, image misconduct, value misconduct often occur. In the face of the current situation of the blurred role of the host, the host should enhance professional knowledge, improve media literacy, innovative language style, and strengthen the host's media function and communication ability.

3.2. The dilemma of role transformation of the host

In the traditional media, the role played by the broadcast host is very important, on the one hand is to play their own hosting skills, on the other hand, whether it is the language expression, the scene play or coordination also plays a very important role. With the emergence of new media, communication announcer hosts are also subject to many limitations of traditional inherent thinking in the process of content production, which also fully reveals the major deficiency of not very balanced competence development.^[2] For example, during the recording process of the program. Some of the guests' own emotions are greatly affected, and in order to ensure that the program is recorded effectively, the announcer and the host should fully exert their own emotional expression ability as well as their ability to guide. Broadcast hosts of some news to broadcast and explain the process, often encounter a lot of professional terms, but also includes a lot of uncommon vocabulary, if the announcer hosts have enough understanding of the content to be able to carry out all the work smoothly. If only rely on a single professional literacy, it is difficult to promote the host to get better development in the current, due to the lack of real width and breadth, it is very necessary to have a wider range of comprehensive skills and knowledge content. Therefore, for the group of announcers and hosts, they should strengthen the continuous learning of various new media language techniques, further break through the constraints of the traditional language paradigm, fully understand the flow system and various communication strategies of the new media platform, further strengthen the attention of the network public opinion, fully understand the changes of the audience's mind flow, and for those traditional announcers with linear communication and one-way output, they must make timely transformation.

3.3. Increased competitive pressure in the industry

In the face of the current new media environment, broadcast hosts are facing very high competitive pressure. Announcer hosts essentially belong to the important brand resources of radio and television, and are also very important and rare resources. With the continuous development of Internet technology, media life has also emerged with many new features, such as personalization, segmentation, scenario and so on, and broadcasting activities have also presented many new features, such as mobile, video and live, etc. Everyone can become the director of life, and everyone can become the announcer host of their own life. The number of anchors is also increasing. The reasons for this phenomenon are focused on the following points: firstly, there has been a relatively large change in the talent discovery model. In the new media environment, the threshold of the broadcasting host industry becomes more and more, many non-professional talents can also engage in the industry, so the pressure faced by the announcer host also becomes more and more. The second is that as the modernization of society continues to accelerate, it is an inevitable trend that broadcast hosts will continue to increase. As the speed of development of society continues to accelerate, machinery will continue to replace manpower. Due to the relatively serious idle situation of human resources, many ordinary people have started to contact new media and become anchors in order to make a living.

4. The innovation path of announcers and hosts in the new media environment

With the continuous development of Internet technology, there is a huge impact on traditional media. In order to better adapt to the development of new media, broadcast hosts must make some appropriate adjustments and innovations. In October 2015, CCTV revised the "Management Measures for Broadcasters and Hosts" to break the lifelong system of the broadcasting department as well as the hosts, and the channel and the hosts can choose each other, focusing on strengthening the implementation of a clear assessment system of rewards and punishments. If their assessment results are in a state of failure, they need to be transferred out of their positions.^[3] It is also clear from this that it is essential to strengthen the innovative development of broadcast hosts in the new media era.

4.1. Improve media literacy and innovative language style

As a new-age media person, the broadcaster host must root media literacy in his or her own practical actions. In the new media context, announcer hosts should constantly transform, to be able to realize the transformation from information publisher to information interpreter, and to realize the continuous advancement from information transmitter to information integrator. We must further promote the continuous improvement of our own media quality, promote the continuous innovation of our own language style, and promote the steady improvement of the market competitiveness of the

announcer host through the continuous innovation of the hosting style. Facing the current new media environment, the popularity of homemade network short videos is relatively high and the development speed is still fast. In order to better meet the various audience requirements of the development of the new media era, the hosting style of the announcer host should be constantly innovative, in which case it is necessary to follow the trend of the times and organically combine modern popular vocabulary and Internet buzzwords as much as possible to gain more fans, thus promoting the better development of the program. Today's broadcast hosts should deeply study the art of language expression, explore their own language expression system, clarify the pulse of the times, combine their own characteristics, form a unique language style system, and comprehensively enhance the host's personal comprehensive charm. When innovating the style, the host should review the situation, analyze different audiences, understand the way the program is disseminated, and be able to switch flexibly among different media to attract more audiences with a pro-people style. For example, Zhu Guangquan quickly fires out of the ring with his witty humorous style of language in news programs. His rhymes have attracted a large number of fans and he is affectionately known as the "National Dictionary Player". Excellent anchor hosts must strengthen the continuous spread of positive energy, and the hosting style should also avoid vulgarization as much as possible. In today's program type of a hundred flowers, if the host of the host style is the same, did not form a personal style characteristics, and the audience to form a sticky, then the program ratings will also be greatly depreciated.

4.2. Break the linear communication, close to the needs of the audience

Generally speaking, there are some problems in the process of traditional announcer hosts spreading the topics, the most important one is that the audience feels their own distance is relatively strong, the common emotion is relatively weak, etc.^[2] With the advent of the new media era, media discourse has begun to transition continuously from linear communication to interactive exchange. While traditional media relies on linear forms of communication such as television, radio and newspapers, new media enables multi-directional, interactive and instant information dissemination through platforms such as the Internet and social media. People can share and comment on content through social media, forming self-publishing and directly participating in information production and dissemination, making communication more democratized and decentralized. Broadcast hosts should also adapt to the new media wave and establish a closer interactive relationship with viewers to increase the fun, interactivity and authenticity of the program. This interactive approach can not only enhance the viewing experience of the audience, but also deepen the impression and loyalty of the audience to the host, and promote the activity and user stickiness of the program platform. In addition, the announcer-host should consider what approach to take and how to better interact with the audience, in which the audience's preferences need to be fully understood and the audience's needs need to be better met to promote the steady improvement of program quality. Broadcast hosts should also fully grasp various types of communication skills in the process of strengthening their own interaction with the audience, to actively encourage the audience to express their ideas, to fully mobilize the audience to participate in the continuous improvement of the interactive enthusiasm of the program, to provide the audience with a very comfortable experience and feelings, and to promote the steady improvement of the quality of the program.

4.3. Innovative development by making full use of new media

With the continuous development of Internet technology, many emerging technologies have also been developed very rapidly, such as 5G technology, artificial intelligence technology, big data technology, cloud computing data, etc. These technologies have started to be gradually integrated into the media and have become one of the most important driving factors in the process of media innovation. In order to better adapt to the continuous changes of the times, broadcast hosts need to strengthen their own communication hosting work of efficient dinner, but also must break through the limitations of the traditional industry inherent zone, to be able to take a new technology, new thinking to meet the opportunities and challenges brought by the new media era.^[2] Encourage diversified content creation by announcer hosts and encourage expansion from traditional program hosting to more diverse content creation. They can try new areas such as podcasts, self-publishing, short videos, etc. to adapt to different platforms and audience needs. Reinforcing technology applications and digital skills, they should continuously learn and master the latest technology applications and digital skills. This includes technologies such as virtual reality, artificial intelligence and voice recognition, as well as digital skills such as audio and video editing and social media management. By using technology and digital skills, broadcast hosts can create richer and more diverse content to enhance the quality of live broadcasts and

programs. At the same time, announcer-hosts need to develop their creative thinking and expression skills. To enhance cross-cultural communication skills, in the new media era of globalization, broadcast hosts may face audiences from different cultural backgrounds. Therefore, they need to have cross-cultural communication skills, understand and respect the customs and values of different cultures, and ensure effective communication with their audiences.

5. Conclusions

Overall, the new new media environment brings many development opportunities and challenges for broadcast presenters. This paper mainly analyses and researches the role of the announcer as well as the host's innovation and development in the new media era, and the main research conclusions are as follows: Hosting communication in the new media era presents a pluralism of hosting communication subjects, everyone is a presenter. All-media multi-platform communication has become mainstream, hosting communication styles are becoming increasingly diverse, and personalized communication is popular. In its context, it also faces challenges such as the ambiguity of the role of the presenter, the dilemma of transforming the role of the presenter, and the intensifying pressure of competition in the industry. In order to seize the opportunity and face the challenges, the hosts should improve their media literacy, innovate their language style, break the linear communication, get closer to the needs of the audience, and achieve innovative development with the help of new media, so as to lay a good foundation for subsequent development in the new media environment.

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